



Press Release
January 3, 2011

Acquisition of Romania's Fourth-Largest Provider of Meal and Gift Vouchers

In line with its development strategy, Edenred today announced the acquisition of Euroticket, Romania's fourth-largest provider of meal and gift vouchers. With more than 3,000 customers and a nearly 5% market share, Euroticket reported an issue volume of €53 million in 2009.

This transaction is consistent with Edenred's targeted acquisitions strategy and enables to consolidate its leadership position in Romania, where it now serves close to 40% of the market.

The €5.5-million investment will be accretive to net earnings as of 2011.

Edenred, the world leader in prepaid service vouchers, provides solutions that enhance personal well-being and improve the performance of organizations. Operating in 40 countries, with 6,000 employees, nearly 500,000 private and public sector customers, 33 million users and 1.2 million affiliates, Edenred offers a wide range of products in two categories:

- **Employee and public benefits** related to meals and food (Ticket Restaurant, Ticket Alimentation) or quality of life (Ticket CESU, Childcare Vouchers, etc.)
- **Performance solutions** in the areas of expense management (Ticket Car, etc.), incentives and rewards (Ticket Compliments, Kadeos, etc.) and new prepaid electronic products

In 2009, Edenred generated total issue volume of € 12.4 billion, of which more than 50% in emerging markets.

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